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ABSTRACT

This long range plan for 1985-90 for the Caroline County (Maryland) Public Library emphasizes the areas of important information needs, availability of materials and information, leisure time interests, and developmental skills. Following an overview of why and how the plan evolved, four goals and their corresponding objectives are discussed: (1) citizens of the county will increasingly meet their high prioritized information needs through library services; (2) citizens will increasingly find the print and non-print materials and information which they seek at the library within a satisfactory time frame and in a format and level appropriate to their needs; (3) the high prioritized leisure time interests of citizens will be increasingly met through library services which educate, enrich, entertain, and/or inform; and (4) citizens will acquire skills through library services to help them in everyday living. Strategy development and evaluation are addressed, and the appendices include community information needs survey data, materials availability and user satisfaction survey data, and demographic/census data. (MES)

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# the 90 percent library

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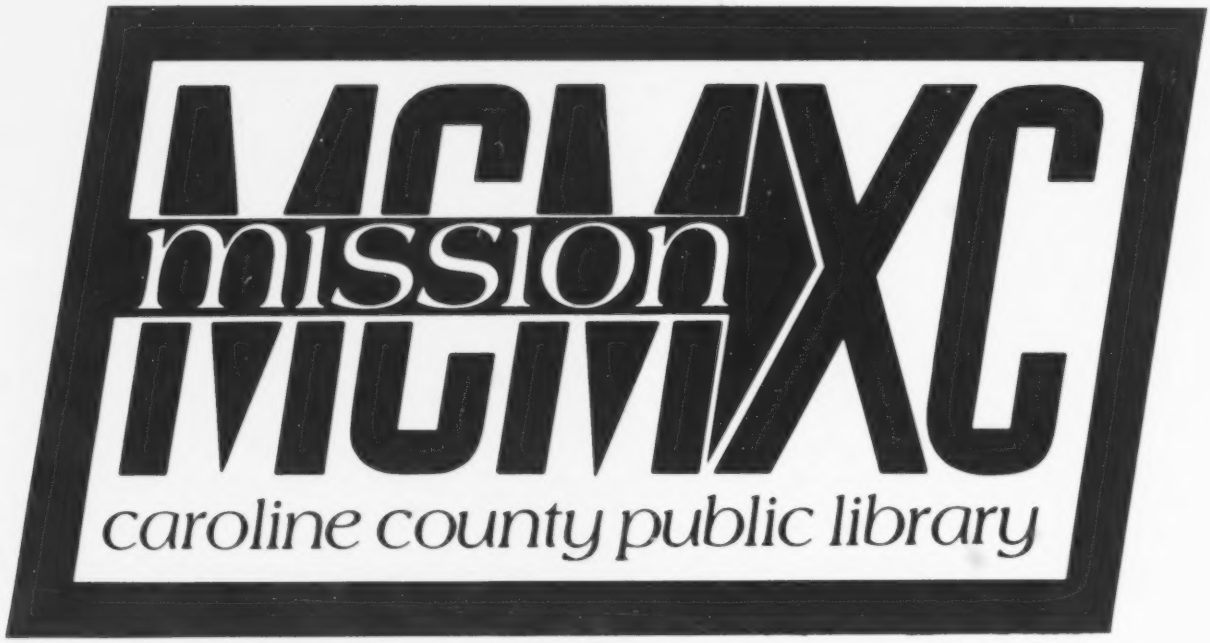


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# caroline county public library's long range plan... 1985-1990

"A popular government, without popular information or the means of acquiring it, is but a prologue to a farce or a tragedy or perhaps both. Knowledge will forever govern ignorance, and a people who mean to be their own governors must arm themselves with the power which knowledge gives."

James Madison
Fourth President of the United States

## ACKNOWLEDGEMENTS


### The Advisory Panel

For advice and suggestions in preparing the long range plan, the library thanks the following Caroline Countians:

| | |
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| J. Donn Aiken | Preston |
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# INTRODUCTION

The Caroline County Public Library's Long Range Plan, 1985-1990, is unique in its creative approach to library service. Unlike most plans which are written in terms of the organization -- what it will do, how it will provide services -- this innovative plan is written from the perspective of the citizens of Caroline County. It is based on what they say their information needs are, how they use the library and what they want in the way of library services.

Through utilization of sophisticated surveys and studies, the plan evolved over a year to address four key areas:

1. Most important information needs
2. Availability of materials and information
3. Leisure time interests
4. Developmental skills.

While other valuable library services and programs will be continued, the library's long range plan will emphasize these key areas. This gives the library the direction and impetus to meet what the citizens indicate are their informational priorities with the greatest efficiency and the best utilization of resources.

Another exciting element of the plan is its use of specifically targeted numbers of people for each objective. Again based on survey data, this affords the library the opportunity to quantify needs and measure its effectiveness in meeting them.

**THE LIBRARY'S OBJECTIVE IS TO BECOME THE "90% LIBRARY" BY 1990.** More specifically, by 1990, the library will seek to respond satisfactorily to 90% of the citizens' needs for library information. By aiming for such a high level of achievement, the library has opted to play an increasingly significant role in the lives of its patrons.

Throughout the planning process, the library has been careful to avoid grandiose goals and pie-in-the-sky objectives. It has designed and developed a realistic plan based on achievable results.

Plans can sometimes become documents which, while imbued with high hopes and aspirations, are detached from the fabric of their communities. By challenging conventional approaches to planning and basing its effort on the real information needs of its citizens, the Caroline County Public Library has created a dynamic long range plan which is an integral part of the community it serves.

# THE LONG RANGE PLAN

## Why We're Planning

1. Planning helps us decide what we should be doing.

2. It tells us how good our service is, and what good it does.

3. In today's harsh economic reality, it helps us use our resources wisely.

4. It gives us targets to achieve based on real needs.

5. It helps us position the library in the minds of Caroline citizens.

6. It helps us see what we can take advantage of, what we must look out for, and what we can no longer invest in.

7. It helps us define what we must deal with over the long term (in this case, 6 years).

We plan not because we are doing a bad job but to help us do a better job. Planning is for change. Its keys are accountability, efficiency and responsiveness to needs. It gives us direction, and results in an effective library operation.

## How We Went About It

This plan is the culmination of a year-long effort of surveying, analyzing and defining community needs and the library's role in meeting those needs.

The library organized for planning by naming a planning committee to spearhead the planning process. The committee consisted of library staff members, the County Planner, and a Board of Library Trustees representative.

This small group, through meetings, analysis of information and discussion, created the format and content of the plan.

A panel of Caroline County citizens from different geographical areas and diverse backgrounds and interests was also selected to provide reactions or suggestions based on the efforts of the committee.

This approach, similar to the one used in the development of the library's agricultural and business directories, was implemented because it was found to be most successful in convincing busy citizens with valuable input to participate in projects when time constraints of meetings might otherwise exclude them.

## Assessing Community Needs

Historically, the Caroline County Public Library has participated in studies and surveys to assess the informational needs of the community. (Caroline was a pilot library for the development of statewide user and reference surveys. Since 1975 it has participated in and developed surveys and studies designed to guide the library in the provision of services to its community. It was also one of seven libraries involved in a study of information and referral services throughout the United States.)

Administration and staff have attended planning workshops which have further solidified the interest in and commitment to planning. With this foundation and background, the planning committee used existing data in the development of the plan and collected other information it needed including:

1. A library user survey for the Central Library in Denton (completed in fiscal 1982).

2. An abbreviated user survey carried out in the branch, mini-libraries and book van.

3. A telephone information survey carried out by the University of Maryland's University Research Foundation.

4. Census data.

5. A Reference Service Study also carried out by the University of Maryland's University Research Foundation.

6. An information needs study of the people of the Eastern Shore, carried out several years ago by the Annapolis Research Corporation.

The analysis of these data encompassed not only the needs of both user and nonuser as well as special and potential target populations, but an evaluation of present library services and an assessment of the library's effectiveness in meeting citizens' information needs.

## Structure of the Plan

The Mission Statement was the first part of the plan to be developed. It states the overall role of the library in the community. It gives direction and focus and is the foundation upon which the rest of the plan is built. The Mission Statement was developed by the planning committee through analysis of the library's current and potential activities and mindful of the County Commissioners' mandate to be the county's information center.

Goals and Objectives were derived from the Mission Statement upon analysis of data from surveys, studies and reports.

The Goals represent the end result towards which the library is striving over the planning period. They are usually more abstract in content, broader in scope, less subject to direct measurement and focused on a long-term perspective.

For each Goal the planning committee developed a set of Objectives. These are descriptions of the performance we want our patrons to exhibit before we consider our

efforts complete and successful. Objectives are more specific and concrete, more likely to be measurable and more likely to address short-term accomplishments. They are subordinate to goals and were put in priority by the planning committee upon analysis of the aforementioned data.

At this point, with the general direction of the library, the results it seeks and the specific performance it desires in final form, the next step was to decide how the library would meet and accomplish these challenges.

The next phase of the planning process was the writing of Strategies. These tell how the library accomplishes its goals and objectives. They are the methods by which the library achieves its ends. They were developed by the planning committee and considered in light of their contribution to library goals and objectives, their costs in staff time and resources, their effect on other services or programs, and the possible diversion of resources to accomplish the new activities.

Strategies for the long range plan are quite general in nature since they outline the methods the library will use over a long period of time to achieve its objectives.

They become specific when written for the annual plans which are derived from the long range plan. It is the one-year plan's strategies which specifically indicate how the objectives will be achieved and indicate what allocation of resources will be necessary.

In the plan there must be a means of ascertaining the degree to which the library has achieved its goals and objectives. This is called Evaluation. The planning committee has designed its plan with specific objectives and measurable strategies to allow for assessment of the results of its efforts. This will let the library know whether its planning activities are successful and to what degree. Monitoring the progress toward achieving objectives is an ongoing function of planning.

The library's planning process has changed the standard approach seen in many plans which follows the old pattern of what has been done in the past, determines what is done now, and what will be done in the future. Instead it has forged a new and dynamic approach to planning which has reviewed the existing service program for effectiveness and balance, established priorities and considered modifications and alternatives to the program. Thorough planning has necessitated a fresh hard look at the library. Essentially it has addressed these questions:

1. Do our library services, as presently developed, represent the best possible pattern for the future?

2. Do they meet the most pressing information needs of our community, and reflect changes occurring in the area?

3. Does the library consider the other sources of information available to its patrons?

4. Do the library's priorities for service and those to be served match the characteristics of the community population and their library needs?

5. Given the constraints on time and money that we face, are we providing the most effective library service possible?

It has been said that a good plan has many mothers and fathers but a poor plan is an orphan. The Caroline County Public Library, through the efforts of its planning committee and community panel, believes it has developed a sound plan which will provide the most effective library services to Caroline County citizens now and in the next decade.

## MISSION STATEMENT

The citizens of Caroline County will obtain information through library services and materials which responds to their high prioritied needs and interests and helps them to achieve a better quality of life.

## GOAL 1

Citizens of Caroline County will increasingly meet their high prioritied information needs through library services.

Objectives:

1-1 By June 30, 1990, 1900 Caroline County adults who need health-related information will obtain, through library services, that information which entirely answers 90% of their questions.

1-2 By June 30, 1990, 1900 Caroline County adults who need information concerning income/standard of living will obtain, through library services, that information which entirely answers 90% of their questions.

1-3 By June 30, 1990, 1500 Caroline County adults who need government-related information will obtain, through library services, that information which entirely answers 90% of their questions.

1-4 By June 30, 1990, 1300 Caroline County adults who need job-related information will obtain, through library services, that information which entirely answers 90% of their questions.

Goal 1 is designed to help Caroline adults meet their most important information needs.

In March of 1983, the Caroline County Public Library, as part of its long range planning process, initiated a Community Information Survey to define the Caroline adult citizens' overall information needs and problems, their most important problems, the way they sought information and their success rate.

Additionally, the survey examined public awareness and use of existing library services, library services that Caroline citizens would like to see, their knowledge and use of microcomputers and video equipment and whether they or any members of their families were handicapped.

The survey, carried out by the University of Maryland's University Research Foundation, produced significant data which were cross tabulated in numerous ways: educational level, presence of children in the household, race, income, sex, residence, whether handicapped, handicapping condition, whether a library user, frequency of library use, etc. The results consist of 38 tables and a total of 169 cross tabulations.

These data show that at any given time in Caroline County some 7995 adults have approximately 11,029 information needs (1.4 per person). Of that total some 4797 people had 6929 unmet information needs. Sixty five percent of those unmet information needs, a total of 4441, fall into four major categories: health, income/standard of living, government-related, and job-related information, at approximately a one-person-to-one-question correlation.

Further analysis showed that for all problems, Caroline's adults used the library 8% of the time for information and received information which completely met their needs 72% of the time. For the top ten most important categories, people used the library 4.6% of the time and received complete information 75% of the time.

When using all other sources for information, Caroline adults received complete information just 35% of the time. This figure increased slightly to 37% when those sources were queried regarding the ten most important categories.

Why, if the library is the most successful information provider in Caroline County, aren't more people using it to meet their most important information needs? The survey shows the citizens' perceptions were that the library would have no relevant information, or that they didn't even think of the library. As the figures show however, those perceptions are inaccurate.

The library will seek to increase the use of library services by Caroline's adult citizens who have these information needs and at the same time increase their chances of receiving information which completely answers their questions.

The objectives target an increase in the number of citizens using the library for their information needs to 25% of those with unmet needs by 1990. They also target an increase in answers which completely answer the information needs to 90% by 1990.

## GOAL 2

Caroline County citizens will increasingly find the print and non-print materials and information which they seek at the library within a satisfactory time frame and in a format and level appropriate to their needs.

Objectives:

2-1 By June 30, 1990, Caroline County citizens will make 20,300 searches for specific titles per year at the library; 75% of which will be filled when sought and 15% through reserves and interlibrary loans.

2-2 By June 30, 1990, Caroline County citizens will make 21,000 subject searches per year at the library. 90% will be obtained when sought and 5% will be obtained through reserves and interlibrary loan. Of those obtained, 75% will completely answer the questions.

2-3 By June 30, 1990, Caroline County citizens will make 43,000 searches for browsing materials per year at the library; 90% of which will be obtained.

2-4 By June 30, 1990, Caroline County citizens will seek answers to 35,000 non-directional information questions per year at the library; 90% of which will be answered completely and correctly.

Goal 2 is designed to provide the library materials and meet the informational needs of library users in Caroline County.

In April of 1982, the Caroline County Public Library staff carried out a Materials Availability and User Satisfaction Survey (MAUSS) in the Central Library in Denton. The information was compiled, computerized and tabulated under the auspices of the Maryland State Department of Education and the University of Maryland Survey Research Center.

An abbreviated version of the MAUSS survey was subsequently performed in the Federalsburg Branch, on the Book Van, and in the Preston and Ridgely Mini-Libraries in 1983. Library staff again carried out the survey, the results of which were compiled, computerized and tabulated by the University of Maryland's University Research Foundation.

The survey measured the library's performance in all its locations in terms of availability of materials and user satisfaction. It explored the three approaches generally used by library patrons to obtain materials: seeking specific titles, seeking information on specific subjects and browsing.

These outcome measurements are so designated because they examine the results of library services from the user's perspective. Data generated from these surveys show the library's present level of performance, diagnose potential problems and provide the information to base decisions to improve future performance. They also provide user profiles and sufficient cross tabulations to help make the most effective use of available resources in the development of a long range plan.

## OBJECTIVE 2-1 -- SPECIFIC TITLES

For the library system as a whole some 17,700 requests per year for specific titles are currently made by library patrons. The library fills 55% of these requests immediately, 20.2% are placed on reserve or sought through interlibrary loan. It is estimated that the number of specific title requests will increase by 15% over a six year period to a total of 20,300 per year.

It is the library's objective by 1990, to fill 75% of the requests for specific titles immediately and an additional 15% through reserves and interlibrary loan. (Reserves placed should decrease as requests filled immediately increase.)

The library therefore seeks to substantially increase its immediate fill rate for specific titles and maintain a high reserve and interlibrary loan level. Successful accomplishment should insure that 90% of the time, users seeking specific titles will have their requests met and 75% of the time, they will receive the material immediately.

The current state level for specific titles is 63% filled immediately.

## OBJECTIVE 2-2 -- SUBJECT

Currently the library receives 18,300 requests for subject information annually. It is estimated that such requests will increase 15% over the six year planning period to a total of 21,000 subject requests per year by 1990.

While the current state average shows that 45% of the time, a subject request receives information which immediately and completely fulfills the request, the Caroline County Public Library now fills 51% of its subject requests immediately and with information which completely meets the request. And in 83% of the subject requests asked of the library, relevant material is provided to the patron immediately.

The library will seek to increase its performance from 83% to 90% regarding immediate subject availability. An additional 5% will be obtained through reserves and interlibrary loan. And 75% of the time, the information will immediately and completely fill the request.

Therefore the performance sought will be a 20% increase over six years in immediate and complete response to subject requests.

## OBJECTIVE 2-3 -- BROWSING

Many patrons use the library to browse for materials of interest. Currently the Caroline County Public Library users make 37,500 searches for browsing materials per year. It is estimated that this figure will increase by 15% over six years to 43,000 requests per year. In 83.8% of the current searches, it was found that users found satisfactory materials. The library will seek to increase the satisfaction level to 90% by 1990. The current state average is 77%.

## OBJECTIVE 2-4 -- INFORMATION

The provision of information services is a hallmark of library activity.

In 1983, the library, in conjunction with several other county library systems, piloted a reference study to determine how successfully the library answered nondirectional information questions.

The study transcended the quantitative aspects of information service -- how many questions answered or not answered, and examined the qualitative nature of information retrieval-- how many questions answered correctly, partially correctly, or incorrectly according to predetermined criteria.

The state average was 59% answered completely and correctly. The Caroline County Public Library answered 68% completely and correctly with none answered incorrectly.

Subsequently, a statewide reference study was performed under the auspices of the University of Maryland's University Research Foundation in the fall of 1983.

Currently the library answers 15,940 nondirectional questions per year. (Directional questions are excluded from this objective. They pertain to locating library facilities such as restrooms, carrels, telephones, etc., locating library staff and users; locating material for which the user has a call number; assisting users with the operation of machines; the description of library policies and activities and other such questions.)

It is estimated that the increase of nondirectional information sought by library users will increase 120% over six years to a total of 35,000 questions per year by 1990.

In this objective, the library will seek to respond completely and correctly to 90% of the nondirectional questions asked by its users.

## GOAL 2 -- STATISTICS AT A GLANCE

### Specific Title Requests

| | Current | 1990 |
|---|---|---|
| Number of Requests | 17,700 | 20,300 |
| Immediate Availability/Caroline | 55% | 75% |
| Immediate Availability/State Average | 63% | --- |
| Reserves/Interlibrary Loan | 20.2% | 15% |
| Overall Fill Rate | 75.2% | 90% |

### Subject Requests

| | Current | 1990 |
|---|---|---|
| Number of Requests | 18,300 | 21,000 |
| Immediate Availability/Caroline | 55% | 75% |
| Immediate Availability/State Average | 45% | --- |
| Relevant Subject Information | 83% | 90% |
| Reserves/Interlibrary Loan | 4.3% | 5% |

### Browsing Searches

| | Current | 1990 |
|---|---|---|
| Number of Requests | 37,500 | 43,000 |
| Immediate Availability/Caroline | 80.8% | 90% |
| Immediate Availability/State Average | 77% | --- |

### Information Requests (nondirectional)

| | Current | 1990 |
|---|---|---|
| Number of Requests | 15,940 | 35,000 |
| Complete/Correct Information/Caroline | 68% | 90% |
| Complete/Correct Information/State | 59% | --- |

## GOAL 3

The high prioritied leisure time interests of Caroline County citizens will be increasingly met through library services which educate, enrich, entertain and/or inform.

Objectives:

3-1 By June 30, 1990, 3300 Caroline County citizens with a strong interest in reading will have their interests met through library services with 90% satisfaction.

3-2 By June 30, 1990, 2400 Caroline County citizens with a strong interest in vacation travel will have their interests met through library services with 90% satisfaction.

3-3 By June 30, 1990, 1900 Caroline County citizens with a strong interest in entertaining at home will have their interests met through library services with 90% satisfaction.

3-4 By June 30, 1990, 1000 Caroline County citizens with a strong interest in gardening will have their interests met through library services with 90% satisfaction.

Goal 3 is designed to help meet the most important leisure time interests of Caroline's adult population.

In 1975, the Annapolis Research Corporation was engaged by the Eastern Shore Regional Library to perform an information study for the Region with separate data for each county.

Entitled "Information Needs of the People of the Eastern Shore," the study included an analysis of the information needs and entertainment or leisure time interests of the adult population and measured perceptions of library effectiveness in meeting those needs.

Because the study provides the most recent information concerning the leisure time interests of Caroline's adults, its data were used in the development of Goal 3 and its objectives.

The study found that for leisure time interests in which Caroline adults showed a strong interest or participation, there are, at any given time, some 213,585 interests or an average of fifteen per person. (These were prompted responses using a population base of 14,181.) The average for the Eastern Shore was seventeen interests.

When Caroline's citizens were queried about their three most important interests, the totals were reduced to 70,630. And for 6419 of these important leisure time interests, 9% of the total, additional information was sought.

Analysis of the study delineated high priorities in leisure time interests in the following four categories: reading, vacation travel, entertaining at home, and gardening.

## OBJECTIVE 3-1 -- READING

The study showed that a projected 10,981 Caroline adults cited an interest in reading. Approximately 20% of this group sought additional information about reading, a total of 2196 people. Over six years this would amount to a total of 13,176 people seeking information about the leisure time interest of reading.

The library seeks to respond to 25% of those citizens with unmet reading needs or 3300 people by 1990 with a satisfaction rate of 90%.

## OBJECTIVE 3-2 -- VACATION TRAVEL

Vacation travel was cited as an important leisure time interest by a projected 10,838 people. Approximately 15% of these citizens, a total of 1625, indicated they were seeking additional information. This amounts to 9750 people with such needs over six years.

The library will seek to respond to 25% of those Caroline County adults who seek vacation travel information, approximately 2400 people, with a satisfaction rate of 90%.

## OBJECTIVE 3-3 -- ENTERTAINING AT HOME

Approximately 8569 people cited entertaining at home as a leisure time interest. Some 15% of those who noted such an interest, 1285 people, said they were seeking additional information. This would amount to 7710 people over six years.

The library seeks to respond to 25% of those seeking information about entertaining at home, a total of 1900 people, with a 90% satisfaction rate.

## OBJECTIVE 3-4 -- GARDENING

The study showed that a projected 7285 Caroline adults cited an interest in gardening. Of that number, 9% sought additional information about gardening, some 656 people. Over six years, this amounts to a total of 3934 people seeking information about gardening.

The library will seek to respond to 25% of those Caroline adults seeking gardening information, approximately 1000 people, with a satisfaction rate of 90%.

## GOAL 4

Caroline County citizens will acquire skills through library services to help them in everyday living.

Objectives:

4-1 By June 30, 1990, 1000 Caroline County children, ages 1-5, will acquire reading readiness skills through library services, with significant improvement in 90% of the participants.

4-2 By June 30, 1990, 6300 Caroline County students will acquire skills in the use of community resources through library services which support the public schools "Project Basic" curriculum.

4-3 By June 30, 1990, 400 Caroline County adults will acquire literacy skills through library services which support the public schools "Adult Basic Education" curriculum.

4-4 By June 30, 1990, 1000 Caroline County citizens will acquire computer literacy skills through library services.

Goal 4 is designed to help Caroline citizens gain developmental skills which will help them in day to day living.

Goal 4 breaks new ground in library service for Caroline County. In an information age, it seeks to provide all ages of Caroline citizens with the skills that will help them cope and function in an increasingly complex society.

As John Naisbitt notes in his book Megatrends (Warner Books, 1982), "Although we continue to think we live in an industrial society, we have in fact changed to an economy based on the creation and distribution of information."

He goes on to say, "It is more and more apparent that young high school -- even college graduates cannot write acceptable English or even do simple arithmetic."

Other studies such as the University of Texas at Austin's literacy study show shocking levels of illiteracy in the United States to a degree that many people cannot even read a bus schedule or determine how much money has been deducted from a paycheck.

"The Coalition of Literacy estimates that functional illiteracy costs the country more than $225 billion a year in incompetent job performance, unrealized tax revenues, remedial education in business and the military, welfare payments and crime." (Louis Rukeyser. What's Ahead for the Economy: the Challenge and the Chance. Simon and Schuster, 1983.)

And in the information society, the computer is becoming a way of life. Some experts even suggest that 75% of all jobs will involve computers in some way by 1985 and people who don't know how to use them will be at a disadvantage.

In Goal 4, the library will focus on four key areas: Reading readiness skills; finding information through use of community resources; literacy skills and computer literacy.

## OBJECTIVE 4-1 -- READING READINESS/CHILDREN 1-5

Reading readiness skills developed at an early age can help children not only in their formative years but throughout life.

Analysis of the 1980 Census shows there are approximately 1280 children in this age group.

The library will seek to substantially improve the reading readiness skills of approximately 15% of these children per year over a five year period, some 1000 children. (This may include the same child at different ages within the four age categories: less than 5, less than 4, less than 3, less than 2 years old.) The first year will be used for planning and testing.

During a five year period, Caroline County will see approximately 1600 children entering the 1-2 year age group (assuming a continuation of the current birth rate). The total potential children during this five year time frame is therefore 2880 individuals.

The library plans to provide reading readiness skills to some 200 children per year for five years, or 1000 total children.

These could be unique children (although unlikely). If so, the library could potentially serve 34.7% of the child population in this age group. If the same children were served year after year, the library would minimally serve 400 children or 13.9% of the total child population in this age group.

The library estimates the number served will be closer to the lesser number, hence a 15% target.

## OBJECTIVE 4-2 -- COMMUNITY RESOURCES/STUDENTS

The ability to find information through the effective use of community resources is an important skill to acquire. It is an aspect of the Maryland State Department of Education's Project Basic curriculum.

The 1980 Census indicates there are approximately 5000 students in this category ages 5 to 18. An additional 2000 children are estimated for these ages over six years, for a total of 7000 students by 1990.

The library seeks to address 90% of this number or 6300 students over six years.

## OBJECTIVE 4-3 -- ADULT LITERACY

In Caroline County, the 1980 Census shows, 53% of the adult population have less than a high school education. While the library does not have the wherewithal to embark on a massive literacy program, it will seek to support existing literacy curricula.

In discussion with the public school's adult basic education director, a suggested target of 400 adults was selected. The library will help these 400 adults acquire literacy skills by 1990 through support of the adult basic education program.

## OBJECTIVE 4-4 -- COMPUTER LITERACY

Experts have stated that computer literacy is becoming a vital ingredient in today's information society.

The library has arbitrarily selected a target number of 1000 people who will acquire computer literacy skills through use of library services over a six year period. It should be noted that the library's definition of computer literacy is neither computer expert nor programmer.

The library will seek to provide the means for the target audience to learn about, understand, and be comfortable with computers and their use.

## STRATEGIES / EVALUATION

### Strategies

Strategies indicate how the library will achieve its goals and objectives. They become very concrete in the library's annual plans (derived each year from the long range plan).

At the annual plan level, activities are developed to accomplish each strategy and these, in turn, are broken down into specific tasks to be carried out by individual staff members.

Strategies at the long range plan level are more general. They suggest the approaches to be taken. This provides the flexibility to adapt and modify subsequent annual plan strategies as success or circumstance warrants, without disrupting the general strategic thrust of the plan. It, thereby, facilitates the accomplishment of the library's goals and objectives.

During the planning process, development of strategies has included an examination of the vital characteristics of Caroline citizens. Statistics concerning factors such as age, education, race, income, sex, whether they have children, where they live, whether they use the library, the frequency of library use and the ease of access to the library have helped the library design strategies which reflect community needs.

Effective strategies must be realistic. They must consider the resources and expertise available. They should include alternative approaches. They should be challenging and, above all, they should be achievable.

Throughout the process of strategy development, a series of questions have been asked:

1. What is the strategy?
2. Who will carry out the strategy?
3. When can it be carried out?
4. Where will it be done?
5. How will it be implemented?

The advantages and disadvantages of each strategy have been scrutinized in consideration of the likelihood that the strategy will meet the objective; whether the library has the resources or must add or redeploy them to carry out the strategy; what the cost will be in staff time, money, materials, space, etc.; whether the strategy requires cooperation with outside agencies and if so, the chances of success; the impact on the staff who must implement the strategy; when some effect will be seen; and how progress will be measured.

The library has sought feedback from the community panel members who participated in the planning process. They had been asked to list ten criteria which they felt were important for good library service. The most frequently mentioned criteria were:

1. The availability of books and other materials.
2. A good physical plant.
3. An informed, courteous staff.
4. Good public relations/publicity.
5. Programming and other services.
6. Strong management.
7. Reference and information services.

The criteria mentioned by the panel parallel almost directly the results of the same query made to the library staff.

With such a strong foundation laid for strategy development, the long range planning committee in conjunction with the library staff began the arduous task of designing workable strategies.

After intensive analysis of data, and discussions centering on effective approaches, it was found that many ideas and strategy concepts fell repeatedly into several key areas:

1. Library Materials/Collection Development
2. Information Services/Resources
3. Programs
4. Interagency Cooperation
5. Marketing/Promotion
6. Staff Training

It is through these key categories that the library has focused its strategic efforts to accomplish its goals and objectives.

## Evaluation

A strong evaluation component in a plan which accurately and regularly assesses the effectiveness of the strategies employed to meet the plan's goals and objectives is a vital part of the library's long range plan.

Viable evaluation mechanisms indicate which strategies are working and which are not. They allow the library to make changes in a timely manner to ensure the best utilization of money, staff, and material. They provide valuable data which may suggest the effective modification or elimination of strategies. They can pinpoint inherent weaknesses, and monitor organizational or environmental changes or other factors affecting the plan and the successful accomplishment of its goals and objectives.

The library will utilize a variety of means to make its evaluative assessments. These include followup surveys and studies, statistical evaluation, questionnaires, forms included with circulated materials, careful monitoring of the types of requests for information and materials, followup patron queries and interviews and assessment of standard circulation and related statistics.

Through these evaluation methods, it is hoped the library will be able to fine tune its plan to meet the needs of its constituency in the most efficient way possible.

## APPENDICES

A. Community Information Needs Survey Data

B. Materials Availability and User Satisfaction Survey Data

C. Demographic/Census Data

## APPENDIX A

### COMMUNITY INFORMATION NEEDS SURVEY DATA

The Community Information Needs Survey was carried out in the Spring of 1983 by the University of Maryland's University Research Foundation.

The survey sought to define Caroline citizens' information needs and problems, their most important problems, the way they searched for information and their success rate.

In addition, the survey explored public awareness and use of library services and other relevant information important in the development of the library's long range plan.

From the survey data, the library extracted the key information needs of Caroline citizens' as well as the prototypes needing that information.

The following data list these prototypes, the types of problems they encountered, the way they tried to find information, their success rate and why they didn't use the library.

These data have been most useful in focusing the library's long range plan on the citizens' most important information needs and suggesting ways to meet them.

## COMMUNITY INFORMATION SURVEY DATA

### OBJECTIVE 1-1 -- HEALTH INFORMATION

This category accounts for 18.3% of all unmet information needs; total people, 1268.

#### Prototype of Person with UNMET Health Information Needs

| | | % Unmet | Comments |
|---|---|---|---|
| Age: | Tendency to be elderly | 43% | 55 and older |
| Education: | Low or very high education | 35%<br>25% | 0-8<br>College/Post Graduate |
| Race: | White | 86% | 14% black; less than population size |
| Children: | No Difference | | |
| Income: | Poor | 18% | Under $5000 per year. Rest are distributed evenly. |
| Sex: | Women | 72% | |
| Handicapped: | Yes | 41% | Figure is large for physical ailments, arthritis, etc. |
| Library Use: | Non-User | 58% | |

| | | | |
|---|---|---|---|
| Frequency of Use: (For user with this problem) | Less than once a month | 65% | For users with this problem, 65% use the library less than once a month. |

Types of Problems in Health Category Cited By All Surveyed*

| | Number of Problems in the County at any given time |
|---|---|
| 1. Health medical--general | 820 |
| 2. Medical questions about a specific disease | 1271 |
| 3. Family medical problems | 205 |
| 4. Health problems which restrict activity | 205 |
| 5. Cost of medical care | 41 |
| 6. Aging | 123 |
| 7. Insurance questions | 123 |
| 8. Health insurance | 82 |
| 9. Medical care not available nearby | 41 |

* Note: This section includes all problems cited in the health category whether met or unmet.

Existing Search Mode for Health Information*

| | % Queries | % Receiving complete answer |
|---|---|---|
| 1. Professionals | 73% | 52% |
| 2. Government Agency | 15% | 38% |
| 3. Family | 7% | 50% |
| 4. Books/Print Material/Library | 4% | 50% |

| | | |
|---|---|---|
| 5. Library (alone) | 2% | 100% |

* Note: This category shows that most people use professionals to meet their health information needs, as expected. Overall, people have a 49% chance of getting information which completely answers their question.

Why Library Not Used for Health Information

| | % Seeking Health Information Overall |
|---|---|
| 1. Library not appropriate | 16% |
| 2. Didn't think of it | 14% |
| 3. Other sources preferred | 14% |
| 4. Professional preferred | 14% |

LIBRARY OBJECTIVE/HEALTH INFORMATION

There are 1268 people with unmet health information needs in Caroline County at any given time. Over six years, this would amount to 7608 people with needs.

The library will seek to meet approximately 25% of those unmet need over six years, a total of 1900, with responses which completely answer the questions 90% of the time. This breaks out to a total of 317 per year. Currently, the library is meeting 58 of these needs per year.

OBJECTIVE 1--2 -- INCOME/STANDARD OF LIVING INFORMATION

This category accounts for 18.3% of all unmet information needs; total people 1268

Prototype of Person with UNMET Income/Standard of Living Information Need

| | | % Unmet | Comments |
|---|---|---|---|
| Age: | 25-54 years old | 77% | |
| Education: | College graduate or greater | 23% | Other categories evenly distributed |
| Race: | No Difference | | |

| | | | |
|---|---|---|---|
| Children: | Have children | 62% | |
| Income: but middle | $15,000-35,000 | 63% | Above average for county income |
| Sex: | Male | 56% | |
| Handicapped: | No Difference | | |
| Library Use: | Users | 77% | |
| Frequency of (For user with this problem) | Less than once a month<br>More than once a month | 50%<br>50% | Evenly distributed |

Types of Problems in Income/Standard of Living Category Cited By All Surveyed*

| | Number of Problems in the County at Any Given Time |
|---|---|
| 1. Bills | 246 |
| 2. Financial Problems | 410 |
| 3. Financial Questions | 287 |
| 4. High Cost of Living | 246 |
| 5. Not enough money | 1763 |
| 6. Poverty | 0 |
| 7. Economy in general | 164 |
| 8. Income--other | 41 |
| 9. Taxes | 123 |
| 10. Income tax | 328 |

| | |
|---|---|
| 11. Tax forms difficult | 0 |
| 12. Taxes--other | 246 |

* Note: This section includes all problems cited in the income/standard of living category whether met or unmet.

Existing Search Mode for Income/Standard of Living Information*

| | % Queries | % Receiving complete answer |
|---|---|---|
| 1. Government Agency | 38% | 47% |
| 2. Professionals | 18% | 43% |
| 3. Family | 18% | 28% |
| 4. Books/Print Material/Library | 12% | 20% |
| 5. Library (alone) | 2% | 100% |

* Note: Overall, people have a 30% chance of getting information which completely answers their questions.

Why Library Not Used For Income/Standard of Living Information

| | % Seeking income/standard of living information, overall |
|---|---|
| 1. Didn't think of library | 27% |
| 2. Library not appropriate | 18% |
| 3. Other sources preferred | 11% |
| 4. Specific person preferred | 6% |

LIBRARY OBJECTIVE/INCOME STANDARD OF LIVING INFORMATION

There are 1268 unmet income/standard of living information needs in Caroline County at any given time. Over six years, this would amount to 7608 needs.

The library will seek to meet approximately 25% of those unmet needs over six years, a total of 1900, with provision of information which completely meets the needs 90% of the time.

This totals 317 per year. Currently the library is meeting 36 needs per year.

OBJECTIVE 1-3 -- GOVERNMENT-RELATED INFORMATION

This category accounts for 14.8% of all unmet information needs, total people, 1025.

Prototype of Person with UNMET Government-Related Information Needs

| | | % Unmet | Comments |
|---|---|---|---|
| Age: | 25-64 years old | 95% | No prominent categories |
| Education: | High school/college graduate | 75% | |
| Race: | No difference | | |
| Children: | No difference | | |
| Income: | $15,000-30,000 | 55% | High for county but middle income |
| Sex: | No difference | | |
| Handicapped: | No difference | | |
| Library Use: | No difference | | |
| Frequency of Use: (For users with this problem) | More than once a month | 43% | |

Types of Problems in Government-Related Category Cited By All Surveyed*

| | Number of Problems in the County at Any Given Time |
|---|---|
| 1. Government--general | 738 |
| 2. Social services questions | 451 |
| 3. Public officials | 205 |

| | |
|---|---|
| 4. Questions about legislation | 328 |
| 5. City/town problems | 82 |
| 6. Reaganomics--con | 164 |
| 7. Reaganomics--pro | 0 |
| 8. Too much government | 41 |
| 9. Too many budget cuts | 82 |
| 10. National problems | 82 |
| 11. International problems | 41 |

* Note: This section includes all problems cited in the government-related category whether they were met or unmet.

Existing Search Mode for Government-Related Information*

| | % Queries | % Receiving complete answer |
|---|---|---|
| 1. Government Agency | 38% | 28% |
| 2. Professional | 21% | 33% |
| 3. Books | 14% | 0% |
| 4. Books/Print Material/Library | 21% | 17% |
| 5. Library (Alone) | 7% | 50% |

* Note: Overall, people have a 28% chance of getting information in this category which completely answers their questions.

Why Library Not Used for Government-Related Information

| | % Seeking government-related information overall |
|---|---|
| 1. Library not appropriate | 20% |
| 2. Didn't think of library | 15% |
| 3. Other source preferred | 13% |
| 4. Ill or elderly | 13% |

LIBRARY OBJECTIVE/GOVERNMENT-RELATED INFORMATION

There are 1025 government related information needs at any given time in Caroline County. Over six years, this would amount to 6150 needs.

The library will seek to meet approximately 25% of those unmet needs over six years, a total of 1500, with provision of information which completely meets the need 90% of the time.

This breaks out to a total of 250 per year. Currently the library is meeting 43 per year.

OBJECTIVE 1-4 -- JOB-RELATED INFORMATION

This category accounts for 12.7% of the unmet information needs; total people, 878.

Prototype of Person with UNMET Job-Related Information Needs

| | | % Unmet | Comments |
|---|---|---|---|
| Age: | 18-24<br>65 or older | 35%<br>15% | Other age groups about equal |
| Education: | 5-8 Grade<br>5-11 Grade | 25%<br>42% | |
| Race: | No difference | | |
| Children: | No children | 65% | |
| Income: | $0-15,000 | 55% | |
| Sex: | Male | 68% | |
| Handicapped: | No difference | | |
| Library Use: | Non-user | 50% | Significant because we have more users than non-users |

| | | | |
|---|---|---|---|
| Frequency of Use: (For users with this problem) | Infrequent users | 60% | Use the library less than once a month |

Types of Problems in Job-Related Category Cited By All Surveyed*

| | Number of Problems in the County at Any Given Time |
|---|---|
| 1. Unemployment | 656 |
| 2. Running a business | 205 |
| 3. Not happy with job | 246 |
| 4. Questions about work equipment | 0 |
| 5. Problems about farm work | 123 |
| 6. Uncertain about job | 41 |
| 7. Job--other | 574 |

* Note: This section includes all problems cited in the job-related category whether they were met or unmet.

Existing Search Mode For Job-Related Information*

| | % Queries | % Receiving Complete Answer |
|---|---|---|
| 1. Government Agency | 42% | 27% |
| 2. Professionals | 23% | 17% |
| 3. Books/Print Material/Library | 16% | 25% |
| 4. Library (Alone) | 8% | 0% |

* Note: Overall, people have a 27% chance of getting information in this category which completely answers their questions.

Why Library Not Used for Job-Related Information

| | % Seeking Job-Related Information Overall |
|---|---|
| 1. Library not appropriate | 30% |
| 2. Didn't think of library | 26% |

3. Other sources preferred 13%

LIBRARY OBJECTIVE/JOB-RELATED INFORMATION

There are 878 unmet job-related information needs at any given time in Caroline County. Over six years, this would amount to 5268 needs.

The library will seek to meet approximately 25% of those unmet needs over six years, a total of 1300, with provision of information which completely meets the needs, 90% of the time.

This breaks out to a total of 217 per year. Currently the library is meeting 0 needs per year.

## APPENDIX B

### MATERIALS AVAILABILITY AND USER SATISFACTION SURVEY DATA

The Materials Availability and User Satisfaction Survey(MAUSS) was carried out in the Central Library in April of 1982.

Subsequently, an abbreviated version was carried out on the Book Van and in the Preston and Ridgely Mini-Libraries. The abbreviated version asked some questions differently and gathered additional user information.

In both surveys, the results were computerized and tabulated. In cross-tabulating the data, some tables could not be generated from the Central Library's survey. They are noted by blanks in the tables listed. Additionally, regarding educational data, the Central Library survey asked whether the user was a student rather than how much schooling they had achieved. These are designated in the tables by asterisks(*).

The information generated has been most useful in indicating the performance levels of the Caroline County Public Library and has helped library staff set quantitative and qualitative standards to improve services.

The Master File is a breakout of information by user; the specific title file by those seeking specific titles or works; the subject file by those seeking subject information and browsing by those who are looking for whatever interests them.

MASTER FILE

| | Central | Fdsbg. | Van/Ridg. | Preston |
|---|---|---|---|---|
| **Library Card** | | | | |
| Yes | 83.0%(671) | 82.9%(413) | 74.6%(252) | 89.6%(146) |
| No | 17.0%(137) | 17.1%(85) | 25.4%(86) | 10.4%(17) |
| **Number of Visits Last Year** | | | | |
| 1st Visit | 4.3%(35) | 8.0%(40) | 10.4%(35) | 6.1%(10) |
| 1-3 Visits | 9.6%(77) | 9.8%(49) | 20.2%(68) | 15.9%(26) |
| 4-6 Visits | 12.2%(98) | 15.0%(75) | 10.4%(35) | 4.9%(8) |
| 7-12 Visits | 12.3%(99) | 20.0%(100) | 8.0%(27) | 9.1%(15) |
| 13-24 Visits | 14.5%(117) | 11.6%(58) | 10.1%(34) | 7.3%(12) |
| 25-48 Visits | 21.2%(171) | 21.2%(106) | 29.7%(100) | 37.2%(61) |
| 49-96 Visits | 18.9%(152) | 10.8%(54) | 11.0%(37) | 18.3%(30) |
| 97+ Visits | 7.1%(57) | 3.4%(17) | 0.3%(1) | 1.2%(2) |
| **Age of Respondent** | | | | |
| 5-13 | 14.4%(116) | 20.0%(100) | 44.4%(150) | 17.1%(28) |
| 14-17 | 10.4%(84) | 12.0%(60) | 4.1%(14) | 3.7%(6) |
| 18-24 | 11.4%(92) | 8.4%(42) | 5.3%(18) | 3.7%(6) |
| 25-54 | 42.5%(343) | 35.9%(180) | 28.4%(96) | 24.4%(40) |
| 55-64 | 11.6%(94) | 12.6%(63) | 6.2%(21) | 14.0%(23) |
| 65+ | 9.7%(78) | 11.2%(56) | 11.5%(39) | 37.2%(61) |
| **Sex** | | | | |
| Male | 34.7%(280) | 31.3%(151) | 32.2%(105) | 12.6%(19) |
| Female | 65.3%(527) | 68.7%(332) | 67.8%(221) | 87.4%(132) |
| **Education Level** | | | | |
| 0 | *65.1%(525) | 0.4%(2) | 4.7%(16) | 0.6%(1) |
| 1-4 | 5.7%(46) | 9.9%(49) | 29.7%(100) | 12.9%(21) |
| 5-8 | 8.6%(69) | 15.3%(76) | 11.3%(38) | 8.0%(13) |
| 9-11 | 10.3%(83) | 15.7%(78) | 11.9%(40) | 7.4%(12) |
| 12 | ----- | 33.0%(164) | 23.4%(79) | 34.4%(56) |
| 13-15 | 4.7%(38) | 11.5%(57) | 9.5%(32) | 17.2%(28) |
| 16 | 1.5%(12) | 9.3%(46) | 7.7%(26) | 11.7%(19) |
| 17+ | 1.4%(11) | 5.0%(25) | 1.8%(6) | 8.0%(13) |

*(Not a Student)

| | | | | |
|---|---|---|---|---|
| **Respondent's Zip Code** | | | | |
| 21600 | ----- | ----- | 1.2%(4) | 0.6%(1) |
| 21601 Easton | 2.5%(20) | 0.8%(4) | ----- | ----- |
| 21613 Cambridge | 0.4%(3) | 0.2%(1) | ----- | ----- |
| 21617 Centreville | 0.5%(4) | 0.2%(1) | ----- | ----- |
| 21629 Denton | 57.2%(462) | 1.2%(6) | 1.2%(4) | 0.6%(1) |
| 21632 Federalsburg | 3.8%(31) | 87.9%(429) | 0.3%(1) | 2.4%(4) |

| | | | | |
|---|---|---|---|---|
| 21643 Hurlock | ----- | 1.4%(7) | ----- | 1.8%(3) |
| 21655 Preston | 4.6%(37) | 2.3%(11) | 21.1%(71) | 90.9%(149) |
| 21636 Goldsboro | 2.7%(22) | ----- | 6.5%(22) | ----- |
| 21639 Greensboro | 8.4%(68) | ----- | 23.1%(78) | ----- |
| 21640 Henderson | 1.5%(12) | ----- | 11.9%(40) | ----- |
| 21641 Hillsboro | 1.1%(9) | ----- | 5.3%(18) | ----- |
| 21649 Marydel | 0.7%(6) | ----- | 6.5%(22) | ----- |
| 21659 Rhodesdale | ----- | 0.4%(2) | ----- | ----- |
| 21660 Ridgely | 10.3%(83) | ----- | 19.3%(65) | ----- |
| 21664 Secretary | ----- | 0.2%(1) | 0.3%(1) | ----- |
| 21670 Templeville | 0.1%(1) | ----- | 1.2%(4) | ----- |
| 21673 Trappe | 0.1%(1) | 0.6%(3) | ----- | ----- |
| Whether Sought Materials | | | | |
| Yes | ----- | 63.9%(319) | 77.5%(259) | 82.7%(134) |
| No | ----- | 36.1%(180) | 22.5%(75) | 17.3%(28) |
| Whether Sought Specific Title | | | | |
| Yes | 16.3%(132) | 27.1%(85) | 20.5%(52) | 28.6%(38) |
| No | 83.7%(676) | 72.9%(229) | 79.5%(202) | 71.4%(95) |
| Satisfaction With Title Search | | | | |
| Completely Sat. | 48.9%(65) | 50.6%(43) | 34.0%(17) | 58.3%(21) |
| Satisfied | 44.4%(59) | 37.6%(32) | 64.0%(32) | 36.1%(13) |
| Undecided | 4.5%(6) | 4.7%(4) | 2.0%(1) | 2.8%(1) |
| Dissatisfied | 2.3%(3) | 7.1%(6) | ----- | 2.8%(1) |
| Whether Sought Subject | | | | |
| Yes | 23.3%(188) | 21.9%(70) | 12.9%(33) | 6.1%(8) |
| No | 76.7%(620) | 78.1%(249) | 87.1%(222) | 93.9%(124) |
| Satisfaction With Subject Search | | | | |
| Completely Sat. | 35.9%(65) | 38.6%(27) | 35.7%(10) | 62.5%(5) |
| Satisfied | 47.5%(86) | 47.1%(33) | 64.3%(18) | 37.5%(3) |
| Undecided | 11.0%(20) | 5.7%(4) | ----- | ----- |
| Dissatisfied | 4.4%(8) | 7.1%(5) | ----- | ----- |
| Completely Dis. | 1.1%(2) | 1.4%(1) | ----- | ----- |
| Whether Sought Browsing | | | | |
| Yes | 34.5%(279) | 67.4%(209) | ----- | ----- |
| No | 65.5%(529) | 32.6%(101) | ----- | ----- |

| | | | | |
|---|---|---|---|---|
| Satisfaction With Browsing | | | | |
| Completely Sat. | 37.1%(101) | 56.2%(113) | 50.9%(108) | 33.3%(36) |
| Satisfied | 55.9%(152) | 40.3%(81) | 48.6%(103) | 64.8%(70) |
| Undecided | 5.9%(16) | 2.5%(5) | ----- | 1.9%(2) |
| Dissatisfied | 1.1%(3) | 1.0%(2) | 0.5%(1) | ----- |
| Approach to Getting Materials | | | | |
| Specific Title Only | ----- | 11.6%(34) | 9.0%(22) | 12.6%(16) |
| Spec. Title/Subject | ----- | 7.8%(23) | 1.6%(4) | 1.6%(2) |
| Spec. Title/Browsing | ----- | 7.8%(23) | 9.0%(22) | 15.0%(19) |
| Spec. T./Subj./Brows. | ----- | 1.0%(3) | 1.6%(4) | 0.8%(1) |
| Subject Only | ----- | 9.9%(29) | 5.3%(13) | 2.4%(3) |
| Subject/Browsing | ----- | 4.4%(13) | 4.1%(10) | 1.6%(2) |
| Browsing Only | ----- | 57.5%(169) | 69.3%(169) | 66.1%(84) |
| Adult Satisfaction With Title Search | | | | |
| Completely Sat. | ----- | 52.4%(33) | 54.5%(6) | 65.5%(19) |
| Satisfied | ----- | 36.5%(23) | 45.5%(5) | 27.6%(8) |
| Undecided | ----- | 3.2%(2) | ----- | 3.4%(1) |
| Dissatisfied | ----- | 7.9%(5) | ----- | 3.4%(1) |
| Adult Satisfaction With Subject Search | | | | |
| Completely Sat. | ----- | 39.3%(22) | 54.5%(6) | 71.4%(5) |
| Satisfied | ----- | 42.9%(24) | 45.5%(5) | 28.6%(2) |
| Undecided | ----- | 7.1%(4) | ----- | ----- |
| Dissatisfied | ----- | 8.9%(5) | ----- | ----- |
| Completely Dis. | ----- | 1.8%(1) | ----- | ----- |
| Adult Satisfaction With Browsing | | | | |
| Completely Sat. | ----- | 62.4%(73) | 66.9%(79) | 35.6%(31) |
| Satisfied | ----- | 35.9%(42) | 33.1%(39) | 63.2%(55) |
| Undecided | ----- | 0.9%(1) | ----- | 1.1%(1) |
| Dissatisfied | ----- | 0.9%(1) | ----- | ----- |
| Browsing For Adult Audio Cassette | | | | |
| Yes | ----- | ----- | ----- | ----- |
| No | ----- | 100%(39) | 100%(180) | 100%(180) |
| Whether Found Young Adult Browsing Matl. | | | | |
| Found | ----- | 100%(39) | ----- | 100%(2) |
| Not Found | ----- | ----- | ----- | ----- |

| | | | | |
|---|---|---|---|---|
| Whether Young Adult Found Browsing Matl. | | | | |
| Found | ----- | 95.1%(39) | 87.5%(7) | 100%(4) |
| Not Found | ----- | 4.9%(2) | 12.5%(1) | ----- |
| Young Adult Fiction Or Nonfiction | | | | |
| Fiction | ----- | 89.7%(26) | ----- | ----- |
| Nonfiction | ----- | 10.3%(3) | ----- | ----- |
| Category/Young Adult Fiction Browsing | | | | |
| Mysteries | ----- | 38.5%(5) | ----- | ----- |
| Romances | ----- | 23.1%(3) | ----- | ----- |
| Westerns | ----- | ----- | ----- | ----- |
| Science Fiction | ----- | 7.7%(1) | ----- | ----- |
| Historic | ----- | ----- | ----- | ----- |
| Adventure | ----- | 15.4%(2) | ----- | ----- |
| Other | ----- | 15.4%(2) | ----- | ----- |
| Call No. of Young Adult Nonfiction Brows. | | | | |
| 000-099 | ----- | ----- | ----- | ----- |
| 100-199 | ----- | ----- | ----- | ----- |
| 200-299 | ----- | ----- | ----- | ----- |
| 300-399 | ----- | ----- | ----- | ----- |
| 400-499 | ----- | ----- | ----- | ----- |
| 500-599 | ----- | ----- | ----- | ----- |
| 600-699 | ----- | 50.0%(1) | ----- | ----- |
| 700-799 | ----- | ----- | ----- | ----- |
| 800-899 | ----- | ----- | ----- | ----- |
| 900-999 | ----- | 50.0%(1) | ----- | ----- |
| Biography | ----- | ----- | ----- | ----- |
| Whether Found Juvenile Browsing | | | | |
| Found | ----- | 98.0%(50) | 83.4%(121) | 90.9%(20) |
| Not Found | ----- | 2.0%(1) | 16.6%(24) | 9.1%(2) |
| Whether Juvenile Found Browsing | | | | |
| Found | ----- | 94.2%(65) | 80.0%(104) | 95.2%(20) |
| Not Found | ----- | 5.8%(4) | 20.0%(26) | 4.8%(1) |
| Juvenile Fiction Or Nonfiction Browsing | | | | |
| Fiction | ----- | 97.5%(39) | 81.7%(116) | 86.4%(19) |
| Nonfiction | ----- | 2.5%(1) | 18.3%(26) | 13.6%(3) |

| | | | | |
|---|---|---|---|---|
| **Category/Juvenile Fiction Browsing** | | | | |
| Mysteries | ----- | 27.3%(3) | 42.4%(14) | 80.0%(4) |
| Romances | ----- | ----- | 3.0%(1) | ----- |
| Westerns | ----- | ----- | ----- | ----- |
| Science Fiction | ----- | ----- | ----- | ----- |
| Historic | ----- | ----- | 3.0%(1) | ----- |
| Adventure | ----- | 27.3%(3) | 24.2%(8) | ----- |
| Other | ----- | 45.5%(5) | 27.3%(9) | 20.0%(1) |
| **Call No. of Juvenile Nonfiction Browsing** | | | | |
| 000-099 | ----- | ----- | 4.2%(1) | ----- |
| 100-199 | ----- | ----- | ----- | ----- |
| 200-299 | ----- | ----- | ----- | ----- |
| 300-399 | ----- | ----- | 4.2%(1) | ----- |
| 400-499 | ----- | ----- | ----- | ----- |
| 500-599 | ----- | ----- | 16.7%(4) | ----- |
| 600-699 | ----- | ----- | 12.5%(3) | ----- |
| 700-799 | ----- | ----- | 54.2%(13) | ----- |
| 800-899 | ----- | ----- | ----- | ----- |
| 900-999 | ----- | 100%(1) | 8.3%(2) | ----- |
| Biography | ----- | ----- | ----- | ----- |
| **Have Library Card** | | | | |
| Yes | 88.3%(371) | 92.7%(280) | 82.9%(291) | 95.6%(152) |
| No | 11.7%(49) | 7.3%(22) | 17.1%(60) | 4.4%(7) |
| **Number of Visits Last Year** | | | | |
| First Visit | 1.2%(5) | 2.6%(8) | 5.1%(18) | 2.5%(4) |
| 1-3 Visits | 7.4%(31) | 4.3%(13) | 16.5%(58) | 8.2%(13) |
| 4-6 Visits | 7.4%(31) | 9.9%(30) | 4.8%(17) | 2.5%(4) |
| 7-12 Visits | 10.7%(45) | 24.2%(73) | 5.7%(20) | 5.7%(9) |
| 13-24 Visits | 15.0%(63) | 13.2%(40) | 7.1%(25) | 8.2%(13) |
| 25-48 Visits | 26.0%(109) | 28.8%(87) | 41.6%(146) | 44.7%(71) |
| 49-96 Visits | 22.9%(96) | 13.9%(42) | 19.1%(67) | 27.0%(43) |
| 97+ Visits | 9.3%(39) | 3.0%(9) | ----- | 1.3%(2) |
| **Age of Respondent** | | | | |
| 5-13 | 13.1%(55) | 22.7%(69) | 37.0%(130) | 13.2%(21) |
| 14-17 | 14.8%(62) | 13.5%(41) | 2.3%(8) | 2.5%(4) |
| 18-24 | 7.9%(33) | 5.9%(18) | 4.6%(16) | 3.8%(6) |
| 25-54 | 42.9%(180) | 32.9%(100) | 35.0%(123) | 22.6%(36) |
| 55-64 | 11.0%(46) | 14.5%(44) | 7.7%(27) | 16.4%(26) |
| 65+ | 10.5%(44) | 10.5%(32) | 13.4%(47) | 41.5%(66) |
| **Sex** | | | | |
| Male | 35.2%(148) | 20.5%(60) | 23.3%(80) | 4.0%(6) |
| Female | 64.8%(272) | 79.5%(233) | 76.7%(263) | 96.0%(145) |

SPECIFIC TITLE

| | Central | Fdsbg | Van/Ridg. | Preston |
|---|---|---|---|---|
| **Type of Material Requested** | | | | |
| Books | 75.7%(140) | 54.8%(57) | 100%(63) | 95.6%(43) |
| Magazines | 20.0%(37) | 25.0%(26) | ----- | 4.4%(2) |
| Records | 4.3%(8) | 20.2%(21) | ----- | ----- |
| **Whether Found** | | | | |
| Found | 53.2%(74) | 62.4%(58) | 54.0%(34) | 46.3%(19) |
| Reserve | 10.8%(15) | 16.1%(15) | 38.1%(24) | 34.1%(14) |
| Interlibrary Loan | 6.5%(9) | 4.3%(4) | 6.3%(4) | 19.5%(8) |
| Not Found | 29.5%(41) | 17.2%(16) | 1.6%(1) | ----- |
| **Where Owned** | | | | |
| Owned By Branch | *100%(117) | +59.6%(34) | +69.8%(44) | +55.8%(24) |
| Owned By System | *100%(117) | +66.7%(38) | +82.5%(52) | +69.8%(30) |

* Overall Titles
\+ Books Only

| | | | | |
|---|---|---|---|---|
| **Age Level of Material** | | | | |
| Adult | 84.8%(117) | 73.7%(28) | 28.6%(16) | 78.1%(25) |
| Juvenile | 15.2%(21) | 26.3%(10) | 71.4%(40) | 21.9%(7) |
| **Type of Material** | | | | |
| Fiction | 45.5%(60) | 75.0%(21) | 88.0%(44) | 64.9%(24) |
| Nonfiction | 54.5%(72) | 25.0%(7) | 12.0%(6) | 35.1%(13) |
| **Call Number of Nonfiction** | | | | |
| 000-099 | *3.8%(3) | ----- | ----- | 9.1%(1) |
| 100-199 | 3.8%(3) | ----- | ----- | ----- |
| 200-299 | 3.8%(3) | ----- | ----- | ----- |
| 300-399 | 17.9%(14) | +16.7%(1) | ----- | ----- |
| 400-499 | ----- | ----- | ----- | ----- |
| 500-599 | 1.3%(1) | ----- | 16.7%(1) | ----- |
| 600-699 | 24.4%(19) | 50.0%(3) | 33.3%(2) | 54.5%(6) |
| 700-799 | 9.0%(7) | ----- | 33.3%(2) | 9.1%(1) |
| 800-899 | 10.3%(8) | ----- | ----- | ----- |
| 900-999 | 21.8%(17) | 16.7%(1) | ----- | ----- |
| Biography | 3.8%(3) | 16.7%(1) | 16.7%(1) | 27.3%(3) |

* Overall Titles
\+ Books Only

| | | | | |
|---|---|---|---|---|
| Best Seller | | | | |
| Yes | 7.9%(11) | ----- | 4.8%(3) | 2.3%(1) |
| No | 92.1%(129) | 100%(57) | 95.2%(60) | 97.7%(42) |
| Accession Date Of Book | | | | |
| Current | 41.8%(23) | 9.5%(4) | 18.2%(6) | 37.5%(6) |
| +1 Year | 27.3%(15) | 11.9%(5) | 36.4%(12) | 37.5%(6) |
| +2 Years | 3.6%(2) | 9.5%(4) | 18.2%(6) | ----- |
| +3+ Years | 27.3%(15) | 69.0%(29) | 27.3%(9) | 25.0%(4) |
| Whether Found Adult Book | | | | |
| Found | ----- | 59.3%(16) | 37.5%(6) | 48.0%(12) |
| Reserved | ----- | 18.5%(5) | 43.8%(7) | 40.0%(10) |
| Interlibrary Loan | ----- | 11.1%(3) | 18.8%(3) | 12.0%(3) |
| Not Found | ----- | 11.1%(3) | ----- | ----- |
| Whether Adult Found Book | | | | |
| Found | ----- | 51.3%(20) | 25.0%(3) | 40.6%(13) |
| Reserved | ----- | 15.4%(6) | 50.0%(6) | 34.3%(11) |
| Interlibrary Loan | ----- | 10.3%(4) | 25.0%(3) | 25.0%(8) |
| Not Found | ----- | 23.1%(9) | ----- | ----- |
| Adult Book Owned By Branch | | | | |
| Owned | ----- | 78.6%(22) | 43.8%(7) | 56.0%(14) |
| Not Owned | ----- | 21.4%(6) | 56.3%(9) | 44.0%(11) |
| Adult Book Owned By System | | | | |
| Owned | ----- | 89.3%(25) | 75.0%(12) | 76.0%(19) |
| Not Owned | ----- | 10.7%(3) | 25.0%(4) | 24.0%(6) |
| Adult Fiction Or Nonfiction | | | | |
| Fiction | ----- | 68.4%(13) | 84.6%(11) | 73.9%(17) |
| Nonfiction | ----- | 31.6%(6) | 15.4%(2) | 26.1%(6) |
| Call Number of Adult Nonfiction | | | | |
| 000-099 | ----- | ----- | ----- | ----- |
| 100-199 | ----- | ----- | ----- | ----- |
| 200-299 | ----- | ----- | ----- | ----- |
| 300-399 | ----- | 16.7%(1) | ----- | ----- |
| 400-499 | ----- | ----- | ----- | ----- |
| 500-599 | ----- | ----- | 50.0%(1) | ----- |
| 600-699 | ----- | 50.0%(3) | ----- | 25.0%(1) |
| 700-799 | ----- | ----- | ----- | ----- |

| | | | | |
|---|---|---|---|---|
| 800-899 | ----- | ----- | ----- | ----- |
| 900-999 | ----- | 16.7%(1) | ----- | ----- |
| Biography | ----- | 16.7%(1) | 50.0%(1) | 75.0%(3) |
| **Accession Date of Adult Book** | | | | |
| Current | ----- | 11.1%(3) | 16.7%(1) | 60.0%(6) |
| +1 Year | ----- | 14.8%(4) | ----- | 10.0%(1) |
| +2 Year | ----- | 11.1%(3) | 50.0%(3) | ----- |
| +3+Year | ----- | 63.0%(17) | 33.3%(2) | 30.0%(3) |
| **Have Library Card** | | | | |
| Yes | 90.0%(126) | 94.2%(98) | 58.7%(37) | 95.6%(43) |
| No | 10.0%(14) | 5.8%(6) | 41.3%(26) | 4.4%(2) |
| **Number of Visits Last Year** | | | | |
| First Visit | 1.4%(2) | 3.8%(4) | 3.2%(2) | 2.2%(1) |
| 1-3 Visits | 8.6%(12) | 9.6%(10) | 33.3%(21) | 26.7%(12) |
| 4-6 Visits | 10.0%(14) | 15.4%(16) | 12.7%(8) | 4.4%(2) |
| 7-12 Visits | 23.6%(33) | 24.0%(25) | 9.5%(6) | 11.1%(5) |
| 13-24 Visits | 7.9%(11) | 4.8%(5) | 17.5%(11) | 4.4%(2) |
| 25-48 Visits | 25.7%(36) | 27.9%(29) | 20.6%(13) | 35.6%(16) |
| 49-96 Visits | 17.1%(24) | 12.5%(13) | 3.2%(2) | 15.6%(7) |
| 97+ Visits | 5.7%(8) | 1.9%(2) | ----- | ----- |
| **Respondent's Age** | | | | |
| 5-13 | 14.3%(20) | 15.4%(16) | 77.8%(49) | 20.0%(9) |
| 14-17 | 13.6%(19) | 7.7%(8) | 3.2%(2) | ----- |
| 18-24 | 8.6%(12) | 10.6%(11) | 4.8%(3) | 8.9%(4) |
| 25-54 | 40.0%(56) | 45.2%(47) | 6.3%(4) | 31.1%(14) |
| 55-64 | 15.0%(21) | 13.5%(14) | 6.3%(4) | 13.3%(6) |
| 65+ | 8.6%(12) | 7.7%(8) | 1.6%(1) | 26.7%(12) |
| **Sex** | | | | |
| Male | 25.0%(35 | 36.9%(38) | 50.8%(31) | 7.0%(3) |
| Female | 75.0%(105) | 63.1%(65) | 49.2%(30) | 93.0%(40) |
| **Educational Level** | | | | |
| 0 | *57.9%(81) | ----- | 8.1%(5) | ----- |
| 1-4 | 3.6%(5) | 2.9%(3) | 59.7%(37) | 17.8%(8) |
| 5-8 | 10.7%(15) | 13.5%(14) | 11.3%(7) | 6.7%(3) |
| 9-11 | 12.1%(17) | 14.4%(15) | 1.6%(1) | 11.1%(5) |
| 12 | ----- | 40.4%(42) | 6.5%(4) | 33.3%(15) |
| 13-15 | 7.9%(11) | 14.4%(15) | 3.2%(2) | 4.4%(2) |
| 16 | 2.1%(5) | 10.6%(11) | 8.1%(5) | 11.1%(5) |
| 17+ | 3.6%(5) | 3.8%(4) | 1.6%(1) | 15.6%(7) |

| | | | | |
|---|---|---|---|---|
| Satisfaction with Title Search | | | | |
| Completely Sat. | ----- | 51.9%(54) | 30.2%(19) | 63.6%(28) |
| Satisfied | ----- | 37.5%(39) | 65.1%(41) | 29.5%(13) |
| Undecided | ----- | 4.8%(5) | 4.8%(3) | 2.3%(1) |
| Dissatisfied | ----- | 5.8%(6) | ----- | 4.5%(2) |
| Adult Satisfaction With Title Search | | | | |
| Completely Sat. | ----- | 53.7%(43) | 50.0%(6) | 68.6%(24) |
| Satisfied | ----- | 37.5%(30) | 50.0%(6) | 22.9%(8) |
| Undecided | ----- | 2.5%(2) | ----- | 2.9%(1) |
| Dissatisfied | ----- | 6.3%(5) | ----- | 5.7%(2) |
| Young Adult Satisfaction With Title Search | | | | |
| Completely Sat. | ----- | 37.5%(3) | ----- | ----- |
| Satisfied | ----- | 50.0%(4) | 100%(2) | ----- |
| Undecided | ----- | ----- | ----- | ----- |
| Dissatisfied | ----- | 12.5%(1) | ----- | ----- |
| Juvenile Satisfaction With Title Search | | | | |
| Completely Sat. | ----- | 50.0%(8) | 26.5%(13) | 44.4%(4) |
| Satisfied | ----- | 31.3%(5) | 67.3%(33) | 55.6%(5) |
| Undecided | ----- | 18.8%(3) | 6.1%(3) | ----- |
| Dissatisfied | ----- | ----- | ----- | ----- |
| Whether Found Magazine | | | | |
| Found | 83.8%(31) | 86.4%(19) | ----- | ----- |
| Reserved | ----- | 13.6%(3) | ----- | 100%(2) |
| Interlibrary Loan | ----- | ----- | ----- | ----- |
| Not Found | 16.2%(6) | ----- | ----- | ----- |
| Whether Found Record | | | | |
| Found | 87.5%(7) | 47.1%(8) | ----- | ----- |
| Reserved | ----- | 47.1%(8) | ----- | ----- |
| Interlibrary Loan | ----- | ----- | ----- | ----- |
| Not Found | 12.5%(1) | 5.9%(1) | ----- | ----- |
| Whether Found Book | | | | |
| Found | 53.2%(74) | 57.4%(31) | 54.0%(34) | 48.7%(19) |
| Reserved | 10.8%(15) | 13.0%(7) | 38.1%(24) | 30.8%(12) |
| Interlibrary Loan | 6.5%(9) | 7.4%(4) | 6.3%(4) | 20.5%(8) |
| Not Found | 29.5%(41) | 22.2(12) | 1.6%(1) | ----- |

| | Central | Fdsbg. | Van/Ridg. | Preston |
|---|---|---|---|---|
| Whether Found Subject | | | | |
| Completely | 37.4%(86) | 40.0%(28) | 51.4%(19) | 54.5%(6) |
| Partly | 22.2%(51) | 24.3%(17) | ----- | ----- |
| Not At All | 2.2%(5) | 1.4%(1) | ----- | ----- |
| Found/Undecided | 23.0%(53) | 14.3%(10) | 27.0%(10) | 36.4%(4) |
| Reserved | 0.4%(1) | 2.9%(2) | 13.5%(5) | 9.1%(1) |
| Interlibrary Loan | 2.2%(5) | 1.4%(1) | ----- | ----- |
| Not Found | 12.6%(29) | 15.7%(11) | 8.1%(3) | ----- |
| Call Number Of Subject | | | | |
| 000-099 | 4.3%(10) | 4.8%(2) | ----- | ----- |
| 100-199 | 3.5%(8) | 7.1%(3) | ----- | ----- |
| 200-299 | ----- | 2.4%(1) | ----- | ----- |
| 300-399 | 13.9%(32) | 19.0%(8) | 3.3%(1) | 11.1%(1) |
| 400-499 | 0.4%(1) | 2.4%(1) | ----- | ----- |
| 500-599 | 11.7%(27) | 11.9%(5) | 16.7%(5) | ----- |
| 600-699 | 20.4%(47) | 33.3%(14) | 26.7%(8) | 55.6%(5) |
| 700-799 | 20.4%(47) | 11.9%(5) | 23.3%(7) | 11.1%(1) |
| 800-899 | 6.5%(15) | ----- | 3.3%(1) | ----- |
| 900-999 | 17.4%(40) | 7.1%(3) | 13.3%(4) | 22.2%(2) |
| Biography | 1.3%(3) | ----- | 13.3%(4) | ----- |
| Whether Adult Found Subject | | | | |
| Found Completely | ----- | 32.1%(18) | 69.2%(9) | 50.0%(5) |
| Found Partly | ----- | 28.6%(16) | ----- | ----- |
| Found/Not At All | ----- | 1.8%(1) | ----- | ----- |
| Found/Undecided | ----- | 14.3%(8) | 23.1%(3) | 40.0%(4) |
| Reserved | ----- | 3.6%(2) | 7.7%(1) | 10.0%(1) |
| Interlibrary Loan | ----- | 1.8%(1) | ----- | ----- |
| Not Found | ----- | 17.9%(10) | ----- | ----- |
| Call Number of Adult Subjects | | | | |
| 000-099 | ----- | 2.9%(1) | ----- | ----- |
| 100-199 | ----- | 8.8%(3) | ----- | ----- |
| 200-299 | ----- | 2.9%(1) | ----- | ----- |
| 300-399 | ----- | 23.5%(8) | ----- | 12.5%(1) |
| 400-499 | ----- | 2.9%(1) | ----- | ----- |
| 500-599 | ----- | 8.8%(3) | 7.7%(1) | ----- |
| 600-699 | ----- | 29.4%(10) | 53.8%(7) | 50.0%(4) |
| 700-799 | ----- | 11.8%(4) | 30.8%(4) | 12.5%(1) |
| 800-899 | ----- | ----- | ----- | ----- |
| 900-999 | ----- | 8.8%(3) | 7.7%(1) | 25.0%(2) |

| | | | | |
|---|---|---|---|---|
| Whether Young Adult Found Subject | | | | |
| Found Completely | ----- | 66.7%(6) | ----- | ----- |
| Found Partly | ----- | 11.1%(1) | ----- | ----- |
| Found/Not At All | ----- | ----- | ----- | ----- |
| Found/Undecided | ----- | 11.1%(1) | ----- | ----- |
| Reserved | ----- | ----- | ----- | ----- |
| Interlibrary Loan | ----- | ----- | ----- | ----- |
| Not Found | ----- | 11.1%(1) | ----- | ----- |
| Call Number of Young Adult Subjects | | | | |
| 000-099 | ----- | ----- | ----- | ----- |
| 100-199 | ----- | ----- | ----- | ----- |
| 200-299 | ----- | ----- | ----- | ----- |
| 300-399 | ----- | ----- | ----- | ----- |
| 400-499 | ----- | ----- | ----- | ----- |
| 500-599 | ----- | 50.0%(2) | ----- | ----- |
| 600-699 | ----- | 50.0%(2) | ----- | ----- |
| 700-799 | ----- | ----- | ----- | ----- |
| 800-899 | ----- | ----- | ----- | ----- |
| 900-999 | ----- | ----- | ----- | ----- |
| Biography | ----- | ----- | ----- | ----- |
| Whether Juvenile Found Subject | | | | |
| Found Completely | ----- | 80.0%(4) | 41.7%(10) | 100.0%(1) |
| Found Partly | ----- | ----- | ----- | ----- |
| Found/Not At All | ----- | ----- | ----- | ----- |
| Found/Undecided | ----- | 20.0%(1) | 29.2%(7) | ----- |
| Reserved | ----- | ----- | 16.7%(4) | ----- |
| Interlibrary Loan | ----- | ----- | ----- | ----- |
| Not Found | ----- | ----- | 12.5%(3) | ----- |
| Call Number of Juvenile Subjects | | | | |
| 000-099 | ----- | 25.0%(1) | ----- | ----- |
| 100-199 | ----- | ----- | ----- | ----- |
| 200-299 | ----- | ----- | ----- | ----- |
| 300-399 | ----- | ----- | 5.9%(1) | ----- |
| 400-499 | ----- | ----- | ----- | ----- |
| 500-599 | ----- | ----- | 23.5%(4) | ----- |
| 600-699 | ----- | 50.0%(2) | 5.9%(1) | 100%(1) |
| 700-799 | ----- | 25.0%(1) | 17.6%(3) | ----- |
| 800-899 | ----- | ----- | 5.9%(1) | ----- |
| 900-999 | ----- | ----- | 17.6%(3) | ----- |
| Biography | ----- | ----- | 23.5%(4) | ----- |

| | | | | |
|---|---|---|---|---|
| **Have Library Card** | | | | |
| Yes | 91.3%(210) | 91.7%(66) | 71.1%(27) | 81.8%(9) |
| No | 8.7%(20) | 8.3%(6) | 28.9%(11) | 18.2%(2) |
| **Number of Visits Last Year** | | | | |
| First Visit | 5.2%(12) | 5.6%(4) | 5.3%(2) | ----- |
| 1-3 Visits | 11.3%(26) | 12.5%(9) | 26.3%(10) | ----- |
| 4-6 Visits | 12.6%(29) | 15.3%(11) | 15.8%(6) | ----- |
| 7-12 Visits | 19.1%(44) | 16.7%(12) | 2.6%(1) | ----- |
| 13-24 Visits | 13.0%(30) | 9.7%(7) | 7.9%(3) | 9.1%(1) |
| 25-48 Visits | 17.0%(39) | 20.8%(15) | 23.7%(9) | 63.6%(7) |
| 49-96 Visits | 18.7%(43) | 16.7%(12) | 15.8%(6) | 18.2%(2) |
| 97+ Visits | 3.0%(7) | 2.8%(2) | 2.6%(1) | 9.1%(1) |
| **Respondent's Age** | | | | |
| 5-13 | 18.3%(42) | 6.9%(5) | 63.2%(24) | 9.1%(1) |
| 14-17 | 14.3%(33) | 12.5%(9) | ----- | ----- |
| 18-24 | 19.1%(44) | 11.1%(8) | 10.5%(4) | ----- |
| 25-54 | 37.8%(87) | 45.8%(33) | 15.8%(6) | 54.5%(6) |
| 55-64 | 6.1%(14) | 11.1%(8) | 5.3%(2) | 18.2%(2) |
| 65+ | 4.3%(10) | 12.5%(9) | 5.3%(2) | 18.2%(2) |
| **Sex** | | | | |
| Male | 35.2%(81) | 33.8%(24) | 31.6%(12) | 9.1%(1) |
| Female | 64.8%(149) | 66.2%(47) | 68.4%(26) | 90.9%(10) |
| **Educational Level** | | | | |
| 0 | *47.8%(110) | ----- | 2.6%(1) | ----- |
| 1-4 | 4.8%(11) | 1.4%(1) | 42.1%(16) | 9.1%(1) |
| 5-8 | 13.0%(30) | 8.3%(6) | 18.4%(7) | ----- |
| 9-11 | 14.8%(34) | 11.1%(8) | 5.3%(2) | ----- |
| 12 | ----- | 38.9%(28) | 13.2%(5) | 72.7%(8) |
| 13-15 | 13.5%(31) | 22.2%(16) | 18.4%(7) | ----- |
| 16 | 1.3%(3) | 12.5%(9) | ----- | 18.2%(2) |
| 17+ | 2.2%(5) | 5.6%(4) | ----- | ----- |
| **Satisfaction With Subject Search** | | | | |
| Completely Sat. | 34.7%(77) | 38.9%(28) | 40.0%(14) | 72.7%(8) |
| Satisfied | 49.5%(110) | 45.8%(33) | 60.0%(21) | 27.3%(3) |
| Undecided | 9.9%(22) | 6.9%(5) | ----- | ----- |
| Dissatisfied | 5.0%(11) | 6.9%(5) | ----- | ----- |
| Completely Dis. | 0.9%(2) | 1.4%(1) | ----- | ----- |
| **Adult Satisfaction With Subject Search** | | | | |
| Completely Sat. | ----- | 39.7%(23) | 58.3%(7) | 80.0%(8) |
| Satisfied | ----- | 41.4%(24) | 41.7%(5) | 20.0%(2) |
| Undecided | ----- | 8.6%(5) | ----- | ----- |

| | | | | |
|---|---|---|---|---|
| Dissatisfied | ----- | 8.6%(5) | ----- | ----- |
| Completely Dis. | ----- | 1.7%(1) | ----- | ----- |
| **Young Adult Satisfaction With Subject Search** | | | | |
| Completely Sat. | ----- | 22.2%(2) | ----- | ----- |
| Satisfied | ----- | 77.8%(7) | ----- | ----- |
| Undecided | ----- | ----- | ----- | ----- |
| Dissatisfied | ----- | ----- | ----- | ----- |
| Completely Dis. | ----- | ----- | ----- | ----- |
| **Juvenile Satisfaction With Subject Search** | | | | |
| Completely Sat. | ----- | 60.0%(3) | 30.4%(7) | ----- |
| Satisfied | ----- | 40.0%(2) | 69.6%(16) | 100%(1) |
| Undecided | ----- | ----- | ----- | ----- |
| Dissatisfied | ----- | ----- | ----- | ----- |
| Completely Dis. | ----- | ----- | ----- | ----- |

## BROWSING

| | Central | Fdsbg | Van/Ridg. | Preston |
|---|---|---|---|---|
| **Whether Found Browsing Material** | | | | |
| Found | 75.2%(316) | 89.8%(273) | 86.0%(302) | 89.9%(143) |
| Not Found | 24.8%(104) | 10.2%(31) | 14.0%(49) | 10.1%(16) |
| **Age Level/Browsing** | | | | |
| Adult | ----- | 68.0%(191) | 55.4%(180) | 84.2%(128) |
| Young Adult | ----- | 13.9%(39) | ----- | 1.3%(2) |
| Juvenile | ----- | 18.1%(51) | 44.6%(145) | 14.5%(22) |
| **Type Of Browsing** | | | | |
| Fiction | ----- | 90.3%(213) | 85.7%(276) | 81.9%(122) |
| Nonfiction | ----- | 9.7%(23) | 14.3%(46) | 18.1%(27) |
| **Category of Browsing** | | | | |
| Mysteries | 32.4%(57) | 26.1%(40) | 29.5%(52) | 27.5%(19) |
| Romances | 24.4%(43) | 34.6%(53) | 30.7%(54) | 36.2%(25) |
| Westerns | 4.0%(7) | 3.9%(6) | 5.7%(10) | ----- |
| Science Fiction | 7.4%(13) | 2.6%(4) | 4.5%(8) | 2.9%(2) |
| Historic | 10.8%(19) | 11.8%(18) | 10.2%(18) | 13.0%(9) |
| Adventure | 7.4%(13) | 6.5%(10) | 5.1%(9) | 1.4%(1) |
| Other | 13.6%(24) | 14.4%(22) | 14.2%(25) | 18.8%(13) |
| **Call Number of Nonfiction** | | | | |
| 000-099 | * ----- | ----- | 4.8%(2) | ----- |
| 100-199 | * ----- | 5.6%(1) | ----- | ----- |
| 200-299 | * ----- | 5.6%(1) | ----- | ----- |
| 300-399 | * ----- | ----- | 4.8%(2) | 8.7%(2) |
| 400-499 | * ----- | ----- | ----- | ----- |
| 500-599 | * ----- | 5.6%(1) | 9.5%(4) | ----- |
| 600-699 | * ----- | 11.1%(2) | 26.2%(11) | 8.7%(2) |
| 700-799 | * ----- | 5.6%(1) | 42.9%(18) | 8.7%(2) |
| 800-899 | * ----- | 5.6%(1) | ----- | ----- |
| 900-999 | 25.4%(16) | 44.4%(8) | 4.8%(2) | 4.3%(1) |
| Biography | 14.3%(9) | 16.7%(3) | 7.1%(3) | 69.6%(16) |
| **Browsing For Magazine** | | | | |
| Yes | 15.5%(65) | 4.9%(15) | 0.9%(3) | 1.3%(2) |
| No | 84.5%(355) | 95.1%(289) | 99.1%(348) | 98.7%(157) |

* Other--60.3%(38)

| | | | | |
|---|---|---|---|---|
| Browsing For Newspaper | | | | |
| Yes | 1.0%(4) | ----- | ----- | ----- |
| No | 99.0%(416) | 100%(304) | 100%(351) | 100%(159) |
| Browsing For Record | | | | |
| Yes | 2.4%(10) | ----- | 0.3%(1) | ----- |
| No | 97.6%(410) | 100%(304) | 99.7%(350) | 100%(159) |
| Browsing For Audiocassettes | | | | |
| Yes | ----- | ----- | ----- | ----- |
| No | ----- | 100%(304) | 100%(351) | 100%(159) |
| Browsing For Other Material | | | | |
| Yes | 0.2%(1) | ----- | ----- | ----- |
| No | 99.8%(419) | 100%(304) | 100%(351) | 100%(159) |
| Browsing For Best Seller | | | | |
| Yes | ----- | 0.7%(2) | ----- | 0.6%(1) |
| No | ----- | 99.3%(302) | 100%(351) | 99.4%(158) |
| Browsing For Paperback | | | | |
| Yes | ----- | 3.9%(12) | 20.8%(73) | 18.9%(30) |
| No | ----- | 96.1%(292) | 79.2%(278) | 81.1%(129) |
| Whether Found Adult Browsing Material | | | | |
| Found | ----- | 91.1%(174) | 88.3%(159) | 89.8%(115) |
| Not Found | ----- | 8.9%(17) | 11.7%(21) | 10.2%(13) |
| Whether Adult Found Browsing Material | | | | |
| Found | ----- | 87.1%(169) | 89.7%(191) | 88.8%(119) |
| Not Found | ----- | 12.9%(25) | 10.3%(22) | 11.2%(15) |
| Adult Fiction Or Nonfiction | | | | |
| Fiction | ----- | 88.5%(146) | 88.7%(151) | 81.1%(103) |
| Nonfiction | ----- | 11.5%(19) | 11.3%(20) | 18.9%(24) |
| Category/Adult Fiction Browsing | | | | |
| Mysteries | ----- | 25.0%(32) | 27.0%(38) | 23.4%(15) |
| Romances | ----- | 39.1%(50) | 36.2%(51) | 39.1%(25) |
| Westerns | ----- | 4.7%(6) | 7.1%(10) | ----- |
| Science Fiction | ----- | 2.3%(3) | 5.7%(8) | 3.1%(2) |

| | | | | |
|---|---|---|---|---|
| Historic | ----- | 14.1%(18) | 12.1%(17) | 14.1%(9) |
| Adventure | ----- | 3.9%(5) | 0.7%(1) | 1.6%(1) |
| Other | ----- | 10.9%(14) | 11.3%(16) | 18.8%(12) |
| **Call Number of Adult Nonfiction Browsing** | | | | |
| 000-099 | ----- | ----- | 5.6%(1) | ----- |
| 100-199 | ----- | 6.7%(1) | ----- | ----- |
| 200-299 | ----- | 6.7%(1) | ----- | ----- |
| 300-399 | ----- | ----- | 5.6%(1) | 8.7%(2) |
| 400-499 | ----- | ----- | ----- | ----- |
| 500-599 | ----- | 6.7%(1) | ----- | ----- |
| 600-699 | ----- | 6.7%(1) | 44.4%(8) | 8.7%(2) |
| 700-799 | ----- | 6.7%(1) | 27.8%(5) | 8.7%(2) |
| 800-899 | ----- | 6.7%(1) | ----- | ----- |
| 900-999 | ----- | 40.0%(6) | ----- | 4.3%(1) |
| Biography | ----- | 20.0%(30 | 16.7%(30 | 69.6%(16) |
| **Browsing For Adult Magazine** | | | | |
| Yes | ----- | 4.7%(9) | 1.7%93) | 0.8%(1) |
| No | ----- | 95.3%(182) | 98.3%(177) | 99.2%(127) |
| **Browsing For Adult Newspaper** | | | | |
| Yes | ----- | ----- | ----- | ----- |
| No | ----- | 100%(191) | 100%(180) | 100%(128) |
| **Browsing For Adult Record** | | | | |
| Yes | ----- | ----- | ----- | ----- |
| No | ----- | 100%(191) | 100%(180) | 100%(128) |
| **Satisfaction With Browsing** | | | | |
| Completely Sat. | ----- | 61.1%(181) | 55.7%(195) | 32.7%(52) |
| Satisfied | ----- | 36.1%(107) | 43.7%(153) | 64.2%(102) |
| Undecided | ----- | 1.7%(5) | ----- | 3.1%(5) |
| Dissatisfied | ----- | 1.0%(3) | 0.6%(2) | ----- |
| **Adult Satisfaction/ Browsing** | | | | |
| Completely Sat. | ----- | 65.6%(122) | 72.2%(153) | 33.6%(45) |
| Satisfied | ----- | 32.8%(61) | 27.8%(59) | 64.2%(86) |
| Undecided | ----- | 0.5%(1) | ----- | 2.2%(3) |
| Dissatisfied | ----- | 1.1%(2) | ----- | ----- |
| **Young Adult Satisfaction/Browsing** | | | | |
| Completely Sat. | ----- | 58.5%(24) | 50.0%(4) | 25.0%(1) |

| | | | | |
|---|---|---|---|---|
| Satisfied | ----- | 39.0%(16) | 50.0%(4) | 75.0%(3) |
| Undecided | ----- | ----- | ----- | ----- |
| Dissatisfied | ----- | 2.4%(1) | ----- | ----- |

## APPENDIX C

### DEMOGRAPHIC/CENSUS DATA

The census information gave a statistical picture of Caroline County and its citizens. This information was useful in developing the library's long range plan through its focus on conditions such as population size and location, age, race, sex, educational level, income, employment and projections(based on census data).

While the census data used in the development of the plan are only highlighted in this section of the addendum, they provide the information which suggests strategy implementation for the long range plan.

The data also allow for comparisons with other studies carried out by the library which further substantiate the composite picture of Caroline County and its citizens

## CAROLINE COUNTY DEMOGRAPHIC DATA

### Projected Rate of Growth*

| Year | Population | Percent (+ -) |
|---|---|---|
| 1980 | 23,143 | |
| 1985 | 24,297 | 4.99% |
| 1986 | 24,669 | 1.53% |
| 1987 | 25,064 | 1.60% |
| 1988 | 25,483 | 1.67% |
| 1989 | 25,923 | 1.73% |
| 1990 | 26,402 | 1.85% |

It is estimated that from 1980 to 1990, Caroline County will experience a 14.08% increase in population.

During implementation of the library's long range plan, 1985-1990, the projected population increase for the county is 8.66%.

* Projections prepared by the Maryland Department of State Planning, October 1983.

### Race and Sex

The 1980 census shows that Caroline County has a predominantly white population (82.7%). It is estimated that this percentage will increase slightly to 83.4% by 1990.

The 1980 census further indicated that 51.5% of Caroline's residents were female and 48.5% were male. It is estimated that by 1990 modest changes will be registered in this category with a population of 51.7% female and 48.3% male.

## Age

| Age | 1980 | % Dist. | 1985 | % Dist. | 1990 | % Dist. |
|---|---|---|---|---|---|---|
| 0-4 | 1592 | 6.9% | 1839 | 7.6% | 2006 | 7.6% |
| 5-19 | 5779 | 25.0% | 5412 | 22.3% | 5605 | 21.2% |
| 20-34 | 5164 | 22.3% | 5738 | 23.6% | 6122 | 23.2% |
| 35-54 | 4957 | 21.4% | 5506 | 22.7% | 6663 | 25.2% |
| 55+ | 5651 | 24.4% | 5802 | 23.9% | 6006 | 22.7% |
| Total | 23,143 | | 24,297 | | 26,402 | |

According to Maryland Department of State Planning projections, the largest increase in population by age group will occur in the 35-54 category. Pre-schoolers, ages 0-5, will remain level during the planning period while the size of other age groups will be reduced slightly.

Overall there is a fairly even distribution among categories from five years old and up.

## Education*

| Age | 1980 | % Dist. | 1985 | % Dist. | 1990 | % Dist. |
|---|---|---|---|---|---|---|
| 5-11 Primary | 2072 | 41.3% | 2007 | 43.9% | 2331 | 48.3% |
| 11-13 Middle | 1145 | 22.8% | 1019 | 22.3% | 1122 | 23.3% |
| 14-17 Senior | 1794 | 35.8% | 1549 | 33.9% | 1369 | 28.4% |
| 5-17 Total | 5011 | 100% | 4575 | 100% | 4822 | 100% |

In 1980, students made up 21.7% of Caroline County's population. Although student estimates for 1985 showed a decline in total enrollment, it is estimated that enrollment will increase during the planning period but not to the 1980 level.

As a percentage of total population, however, the student population will decline to 18.8% in 1985 and 18.3% in 1990.

* Estimates prepared by the Maryland Department of State Planning, October 1983.

For adults over 25, the 1980 census indicated that some 53% had completed three or fewer years of high school. This compares favorably with the 1970 census which showed that some 68.8% of Caroline's adult population, 25 and older had fewer than four years of high school study.

In 1970, the census showed that 10.6% of Caroline citizens had some college study. This increased to 18.4% by the 1980 census.

## Income

The 1980 census produced the following income breakdowns for Caroline County:

| Family Income | % Dist. |
|---|---|
| $0 - 2999 | 9.0% |
| 3000 - 4999 | 7.4% |
| 5000 - 7999 | 11.3% |
| 8000 - 9999 | 6.4% |
| 10,000 - 14,999 | 18.0% |
| 15,000 - 24,999 | 29.0% |
| 25,000 - 49,999 | 17.1% |
| 50,000 - over | 1.9% |

The 1980 census indicates that some 34.1% of Caroline citizens have a family income of less than $10,000 per year. 47% fall into the $10,000 - 25,000 range and 18.9% earn $25,000 and up.

| | Caroline | Maryland | United States |
|---|---|---|---|
| Median Household Income | $14,411 | 22,942 | 20,764 |
| Average Household Income | $16,547 | 26,160 | 24,063 |
| Per Capita Income | $ 5979 | 9267 | 8710 |

## Employment by Industry

| | 1970 | 1980 | % Change |
|---|---|---|---|
| Agriculture, Forestry, Fisheries & Mining | 972 | 948 | -2.5% |
| Construction | 624 | 689 | 10.4% |
| Manufacturing Non-Durable Goods | 1881 | 1869 | 0.6% |
| Manufacturing Durable Goods | 329 | 849 | 158.0% |
| Transportation | 330 | 691 | 109.4% |
| Communications, Other Public Utilities | 186 | 168 | 9.7% |

| | | | |
|---|---|---|---|
| Wholesale Trade | 297 | 366 | 23.2% |
| Retail Trade | 1110 | 1423 | 28.2% |
| Finance, Insurance, Real Estate | 122 | 308 | 152.4% |
| Business & Repair | 189 | 157 | 16.9% |
| Personal, Entertainment & Recreation | 294 | 328 | 11.6% |
| Health Services | 153 | 462 | 202.0% |
| Education | 495 | 888 | 79.4% |
| Other Professional Services | 211 | 251 | 19.0% |
| Public Administration | 331 | 445 | 34.4% |
| Total | 7524 | 9842 | 30.8% |

Other Data

There are 8141 households according to the 1980 census. The average number of persons per household is 2.81.

10.9% of the families in Caroline County do not have automobiles.

7.9% of Caroline's families do not have telephones.